CHURCHILL VISITOR SURVEY

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i) Introduction

This survey originated as a result of a request by Honourable Jay Cowan, Minister of Northern Affairs to Honourable Muriel Smith, Minister of Economic Development and Tourism. The Minister of Northern Affairs points out that in spite of the rapid growth of tourism in Churchill no documentation exists to quantify and qualify this phenomena.

This survey was initiated as a result of this request. The purpose of this survey is to identify visitor characteristics and determine the activities visitors sought and engaged in during their trip to Churchill.

ii) Methodology

This survey was initiated in June, 1982, at the beginning of the tourist season in Churchill. Background data was collected in June to serve as a basis for the developing of questionnaire. In July a team of people from Travel Manitoba, the Manitoba Bureau of Statistics, the Economic Research and Analysis Branch and the Data Development Group met to formulate a questionnaire. (See Appendix A). Once the questionnaire was drafted, tested and finalized the survey target dates were set on August 4 - 18, 1982. Travel Manitoba's surveyor distributed the survey with the assistance of several Churchill businesses. Hotels and motels in the community distributed surveys at either check-in or check-out

times or placed the surveys in rooms for guests to fill out at their leisure. Parks Canada and the Eskimo Museum left surveys at their guest registration books for visitors to fill out. Survey forms were also distributed at various stages of the bus tours, the airport and train stations, at Park Canada interpretive centre before and after the educational film presentations and during random meetings with visitors on the street.

Some distribution methods proved less than successful. Lunch provided the most opportune time in which to distribute surveys. The airport and train station being the main access points to Churchill are ideal locations to meet potential respondents. Both locations are small and subject to overcrowing during arrivals and departures. The surveyor suggests that future survey distribution should concentrate in hotels, Parks Canada interpretive Centre and the Eskimo Museum. This approach presents other problems as tour operators change their schedules remaining in Churchill only one day and not visiting the interpretive centre or the Museum.

Due to the timing of the survey some discrepancies may exist concerning visitor and trip characteristics. The period in which the survey was administered was between the bird nesting season, a high point for bird watching activity (June to early July) and the polar bear watching season (October). For these reasons the survey results obtained may understate the level of activity in these two pursuits.

iii) Summary

About half of the visitors to Churchill surveyed in 1982 were of Canadian origins and the other half were of United States origins. Less than 2% were from other foreign origins.

About 47% of the visitors surveyed were over 55 years of age and about 31% were between the ages of 15 - 34. More males travelled to Churchill than females although this difference has narrowed since the 1974 Churchill visitor survey.

The majority of respondents are retired (29.1%) while the next largest groups are Students (12.0%) and Teachers (10.3%).

A majority of respondents (28.6%) earned over $35,000 per annum.

Respondents decided to come to Churchill for sightseeing, to experience the wilderness and because Churchill was such a unique place.

Three-quarters of the respondents stated that the main purpose of their visit was for vacation and pleasure.

The largest proportion of tourists surveyed (37.6%) arrived and departed on the regular train while 25.4% travelled on an excursion package.

Nearly 40% of the visitors arrived and departed Churchill the same day while 60% stayed one or more nights.

A majority of visitors surveyed (57.7%) were in groups of 4 or more persons.

Most of the people who remained overnight in Churchill stayed in hotels or motels.

The majority of visitors were on their first trip to Churchill (88.6%) and 70.9% stated that this is the furthest point from home on their trip.

Most of the respondents participated in viewing whales while in Churchill while large numbers participated in general sightseeing and viewing historical sights.

The proportion of positive ratings of accommodation, dining facilities, other facilities, accessibility of attractions and friendliness of residents has increased significantly since the 1974 Churchill visitors survey. There are, however, some negative comments that are in need of attention and improvements. The highest proportion of negative comments were directed towards dining facilities, transportation within Churchill, transportation to and from Churchill and accessibility to polar bears.

Most visitors first learned about Churchill through the published and visual media. First contact with information on Churchill was most commonly found in newspaper and magazine articles.

Overall, in spite of some real problems that require attention, the visitors perception of their trip to Churchill is a positive one.

I) VISITOR CHARACTERISTICS

A) Origin of Visitors

The origin of visitors to Churchill during the 1982 survey was split fairly even between Canadians (48.0%) and American (50.3%) visitors (Table 1). This appears to be a significant change from the 1974 Churchill Visitor Survey where 31.8% of the visitors were of Canadian origin and 64.4% were of U.S. origin.

Manitobans account for 41.7% of the total Canadian visitors in the 1982 survey while Ontario residents account for 33.3% of the Total Canadian visitors. Other Canadian provinces and the territories accounted for 25% of the total Canadian visitors during the survey.

Minnesota residents accounted for 17.0% and Wisconsin residents accounted for 12.5% of the total U.S. residents. Other U.S. states account for 70.5% of the total U.S. residents, with 28.4% originating in the northeastern U.S.

Only 1.7% of the total visitors surveyed were of Other Foreign origins.

TABLE 1

1) VISITOR CHARACTERISTICS

A) Origin of Visitors

Origin	1974		1982	
	No. of Respondents	%	No. of Respondents	%
BASE TOTAL	233		175	
Winnipeg	N/A	-	10	5.7
Manitoba (Other)	N/A	-	25	14.3
Total Manitoba	38	16.3	35	20.0
Ontario	12	5.2	28	16.0
Other Canadians (Including N.W.T.)	24	10.3	21	12.0
Total Canadians	74	31.8	84	48.0
Minnesota	31	13.3	15	8.6
Wisconsin	20	8.6	11	6.3
N.E. - U.S.A.	N/A	-	25	14.3
S.E. - U.S.A.	N/A	-	11	6.3
Other States Not Incl. S.E. & N.E. U.S.A.	N/A	-	26	14.8
Total Other States Incl. S.E. & N.E. U.S.A.	99	42.5	62	35.4
Total U.S.A.	150	64.4	88	50.3
Other Foreign	9	3.8	3	1.7
	233	100.0	175	100.0

B) Age of Respondents

The majority of people travelling to Churchill in 1982 were in the 65 and over age group, 25.1%. The 1974 survey revealed that the majority of travellers were in the 55-64 age group (Table 2).

A notable change in the age composition of visitors to Churchill from 1974 to 1982 are the increased number of persons in the 25-34 year age group. This group has increased from 8.6% in 1974 to 18.9% in 1982.

B) Age of Respondents

TABLE 2

Age Group	1974		1982	
	Number of Respondents	Percent	Number of Respondents	Percent
0 - 19	18	7.7	N/A	-
20 - 24	17	7.3	N/A	-
15 - 24	N/A	-	21	12.0
25 - 34	20	8.6	33	18.9
35 - 44	15	6.4	15	8.6
45 - 54	24	10.3	20	11.4
55 - 64	50	21.5	34	19.4
65+	37	15.9	44	25.1
2 Age Ranges Given	N/A	-	4	2.3
No Answer/Missing	50	21.3	4	2.3
TOTAL	233	100.0	175	100.0

C) Sex of Respondent

As anticipated there were more male visitors to Churchill than female visitors, although the gap between the two groups has narrowed somewhat since the 1974 survey (Table 3).

TABLE 3

C) Sex of Respondent

	1974		1982	
	Number of Respondents	Percent	Number of Respondents	Percent
Male	106	45.5	83	47.4
Female	77	33.0	71	40.6
Couple	N/A	-	18	10.3
No Answer/Missing	50	21.5	3	1.7
	233	100.0	175	100.0

D) Age and Sex of Respondents

Generally there were more males than females in the 15-24 and 25-34 year age groups of visitors surveyed (Table 4). There were, however, more females than males in the 55-64 and 65 or over age groups. This follows the demography of aging populations in North America.

TABLE 4

D) Age and Sex of Respondents

AGE	SEX					
	MALE		FEMALE		COUPLE	
	Number of Respondents	Percent	Number of Respondents	Percent	Number of Respondents	Percent
15 - 24 years old	16	9.4%	5	2.9%	0	0.0%
25 - 34 years old	18	10.5	13	7.6	2	1.2
35 - 44 years old	8	4.7	7	4.1	0	0.0
45 - 54 years old	13	7.6	6	3.5	1	0.6
55 - 64 years old	12	7.0	16	9.4	6	3.5
65 years or older	16	9.4	22	12.9	6	3.5
2 Age Ranges Given	0	0.0	1	0.6	3	1.8
	83	48.5%	70	40.9%	18	10.5%

E) Present Occupation of Respondents

The greatest percentage of visitors to Churchill in 1982 were retired 29.1% (Table 5). In 1974, 21.0% of the respondents surveyed were retired.

The second largest percentage of visitors to Churchill were professionals (20.0%). In the 1974 survey, professionals were the largest group (29.2%) of visitors. The difference in the proportion of professionals between 1974 and 1982 may be contributed to changes in manner in which occupations were grouped in both surveys.

TABLE 5

E) Occupation

Occupation	1974		1982	
	Number of Respondents	Percent	Number of Respondents	Percent
Professional	68	29.2	35	20.0
Managerial	6	2.6	7	4.0
Clerical	7	3.0	7	4.0
Sales	2	0.9	7	4.0
Skilled Labourers	6	2.6	17	9.7
Service	1	0.4	3	1.7
Agriculture	1	0.4	1	0.6
Students	16	6.7	21	12.0
Housewives	19	8.2	14	8.0
Retired	49	21.0	51	29.1
Unemployed	2	0.9	2	1.1
Others	3	1.3	1	0.6
No Response/Missing	59	25.3	9	5.1

E) Present Occupation of Respondent (Cont'd)

The following table (Table 6) illustrates the occupation groups in the 1982 Churchill visitor survey.

The range of occupations has been expanded, notably the groups professional and skilled labour have been broken down to several smaller groups. With this regrouping, retired respondents are still the greatest percentage of visitors but students and teachers are the next two largest groups (12.0 and 10.3 respectively).

TABLE 6

E) Present Occupation of Respondent

1982

Occupation	Number of Respondents	Percent
Student	21	12.0
Unemployed	2	1.1
Retired	51	29.1
Housewife	14	8.0
Managerial	7	4.0
Pure Sciences	4	2.3
Social Sciences	1	0.6
Religion	2	1.1
Teaching	18	10.3
Medical	8	4.6
Artistic Literary	2	1.1
Clerical	7	4.0
Sales	7	4.0
Service	3	1.7
Agriculture	1	0.6
Mining	3	1.7
Processing	1	0.6
Machining	1	0.6
Assembly/Repair	2	1.1
Construction	3	1.7
Trans. Eq. Opr.	7	4.0
Other Crafts	1	0.6

F) Total Family Income

A majority of the Churchill visitors surveyed had a total family income of over $35,000 per year (28.6%) (Table 7). About 23% of the visitors to Churchill made between $15,000 and $24,999 per year.

TABLE 7

F) Total Family Income

INCOME	NUMBER OF RESPONDENTS	PERCENT
$0 - 14,999	25	14.3%
$15,000 - 24,999	41	23.4
$25,000 - 34,999	25	14.3
$35,000 or Over	50	28.6
NO RESPONSE/MISSING	34	19.4
	175	100.0%

II) TRIP STATISTICS

A) What items influenced your decision to travel to Churchill?

The majority of visitors (41.1%) ranked sightseeing as the most important reason for visiting Churchill (Table 8). The Wilderness aspect of Churchill was the main reason 21.1% of the visitors survey choose to make this trip. The uniqueness of Churchill was the main reason cited by 18.9% of the visitors for their choice.

The Uniqueness of Churchill was ranked second by a majority of visitors 20.6% for travelling to Churchill. Photography was ranked second in importance by 13.1% of the visitors for travelling to Churchill.

TABLE 8

A) WHAT ITEMS INFLUENCED YOUR DECISION TO TRAVEL TO CHURCHILL?

RANKING - 1 MOST IMPORTANT

CHOICES		1	2	3	4	5	6	7	8	9	10	MISSING	TOTAL
Sightseeing	Number	72	22	13	7	3	1					57	175
	Percent	41.1	12.6	7.4	4.0	1.7	0.6					32.6	100.0
Unique Place	Number	33	36	10	5	2						89	175
	Percent	18.9	20.6	5.7	2.9	1.1						50.9	100.0
Wilderness	Number	37	22	18	7	2	1					88	175
	Percent	21.1	12.6	10.3	4.0	1.1	0.6					50.3	100.0
Cost of Trip	Number	0	3	3	8	4	3	1	3			150	175
	Percent	-	1.7	1.7	4.6	2.3	1.7	0.6	1.7			85.7	100.0
Business	Number	14	2	0	2	2	0	4	4			147	175
	Percent	8.0	1.1	-	1.1	1.1	-	2.3	2.3			84.0	100.0
Photography	Number	2	23	15	7	7	6	0	1			114	175
	Percent	1.1	13.1	8.6	4.0	4.0	3.4	-	0.6			65.1	100.0
History	Number	5	6	20	17	6	1	1				119	175
	Percent	2.9	3.4	11.4	9.7	3.4	0.6	0.6				68.0	100.0
Handicrafts	Number	0	1	3	5	5	1	5	1			154	175
	Percent	-	0.6	1.7	2.9	2.9	0.6	2.9	0.6			88.0	100.0
None of the Above	Number	2	1				1			3		168	175
	Percent	1.1	0.6				0.6			1.7		96.0	100.0
Other	Number	10	2	2	1	1		1				158	175
	Percent	5.7	1.1	1.1	0.6	0.6		0.6				90.3	100.0

TABLE 9

PURPOSE OF VISIT

BASE 175

Purpose	Number of Respondents	Percent
Visit Friend/Relative	10	5.7
Vacation Pleasure	132	75.4
Personal	5	2.9
Business/Research	18	10.3
Stopover Awaiting Connections	8	4.6
Other	2	1.1

B) Purpose of Visit

Respondents visited Churchill primarily for vacation and pleasure purposes (75.4%) while 10.3% travelled to Churchill for business and research purposes. Only 5.7% of the visitors surveyed travelled to Churchill to visit friends or relatives (Table 9).

C) Mode of Transport

A majority of the visitors surveyed (37.6%) arrived and departed from Churchill using the regular train while 25.4% of the visitors arrived and departed using the excursion train (Table 10). About 9% of the visitors surveyed arrived and departed on regularly scheduled Pacific Western Airline while some visitors (5.8%) arrived in Churchill on Calm Air (presumably from the Northwest Territories) and departed on the regular train.

CHURCHILL VISTOR SURVEY — TABLE 10

CROSSTABULATION OF MODE OF TRANSPORTATION ARRIVING BY MODE OF TRANSPORTATION DEPARTING

MODE OF TRANSPORTATION ARRIVING	COUNT / ROW PCT / COL PCT / TOT PCT	MODE OF TRANSPORTATION DEPARTING 1.PACIFIC WESTERN	2.CALM AIR	3.REGULAR TRAIN	4.EXCURSION TRAIN	5.OTHER-UNSPECIFIE	8.PWA & EX. TOUR	ROW TOTAL
1. PACIFIC WESTERN		16	2	3	2	0	0	23
		69.6	8.7	13.0	8.7	0.0	0.0	13.3
		64.0	28.6	3.6	4.1	0.0	0.0	
		9.2	1.2	1.7	1.2	0.0	0.0	
2. CALM AIR		0	5	10	0	0	0	15
		0.0	33.3	66.7	0.0	0.0	0.0	8.7
		0.0	71.4	12.0	0.0	0.0	0.0	
		0.0	2.9	5.8	0.0	0.0	0.0	
3. REGULAR TRAIN		2	0	65	0	0	0	67
		3.0	0.0	97.0	0.0	0.0	0.0	38.7
		8.0	0.0	78.3	0.0	0.0	0.0	
		1.2	0.0	37.6	0.0	0.0	0.0	
4. EXCURSION TRAIN		6	0	0	44	1	0	51
		11.8	0.0	0.0	86.3	2.0	0.0	29.5
		24.0	0.0	0.0	89.8	16.7	0.0	
		3.5	0.0	0.0	25.4	0.6	0.0	
5. OTHER-UNSPECIFIE		0	0	4	0	5	0	9
		0.0	0.0	44.4	0.0	55.6	0.0	5.2
		0.0	0.0	4.8	0.0	83.3	0.0	
		0.0	0.0	2.3	0.0	2.9	0.0	
8. PWA & EX. TOUR		1	0	1	3	0	3	8
		12.5	0.0	12.5	37.5	0.0	37.5	4.6
		4.0	0.0	1.2	6.1	0.0	100.0	
		0.6	0.0	0.6	1.7	0.0	1.7	
COLUMN TOTAL		25	7	83	49	6	3	173
		14.5	4.0	48.0	28.3	3.5	1.7	100.0

NUMBER OF MISSING OBSERVATIONS = 2

TABLE 11

D) LENGTH OF STAY

LENGTH OF STAY IN NIGHTS	NUMBER OF RESPONDENTS	PERCENT
No nights - arrive and depart same day	69	39.4%
1 night	31	17.7
2 nights	47	26.9
3 nights	6	3.4
4 nights	4	2.3
5 nights	2	1.1
6 nights	1	0.6
7 nights	5	2.9
8 nights	1	0.6
10 nights	1	0.6
14 nights	6	3.4
60 nights	1	0.6
No Response/missing	1	0.6
	175	100.0%

D) Length of Stay

In 1982, 39.4% of the visitors surveyed arrived and departed from Churchill the same day (Table 11). The majority of visitors (60.6%) stayed in Churchill for one or more nights. About 27% of the visitors stayed in Churchill for two nights.

In 1974 about 72% of the visitors survey remained in Churchill for one or more nights.

E) Party Size

In 1982 the average party size for visitors to Churchill is 11.9 persons. Parties of 4 or more made up 57.7% of the visitors surveyed while parties of 5 or more made up 44.6% of the visitors surveyed (Table 2).

In 1974 the average party size was 3.1 persons and only 32.6% of the visitors survey were in groups of 4 or more. This suggests that more people are travelling in tour and excursion groups in 1982 as compared with 1974.

TABLE 12

E) Party Size

1974			1982		
Number of Persons in Party	Number of Respondents	Percent	Number of Persons in Party	Number of Respondents	Percent
1	25	10.7	1	23	13.1
2	90	38.6	2	39	22.3
3	13	5.6	3	12	6.9
4	N/A		4	23	13.1
4 or more	76	32.6	4 or more	101	57.7
5 or more	N/A		5 or more	78	44.6
No Response	29	12.0	No Response	0	-
	233	100.0		175	100.0

F) Type of Accommodation Used

Most of the visitors surveyed stayed overnight in a motel or hotel (46.6%). About 6% stayed with friends or relatives while 39% did not stay in Churchill (Table 13).

TABLE 13

F) TYPE OF ACCOMMODATION USED

TYPE	NUMBER OF RESPONDENTS	PERCENT
NONE, DID NOT STAY	68	39.1%
FRIEND, RELATIVE	11	6.3
HOTEL OR MOTEL	81	46.6
CAMPGROUND	3	1.7
OTHER	11	6.3%

G) Number of Previous Trips to Churchill

The majority of visitors (88.6%) were visiting Churchill for the first time. About 5% of the visitors had been to Churchill once before and about 3% had been to Churchill twice before (Table 14).

TABLE 14

G) Number of Previous Trips to Churchill

Number of Previous Visits	Number of Respondents	Percent
First Time Visitors	155	88.6
1	8	4.6
2	5	2.9
3	2	1.1
5	2	1.1
7	1	.7
12	2	1.1

H) Furthest Point From Home on this Trip

For the majority of visitors surveyed (70.9%) Churchill was the furthest point from home. For about 19% of visitors to Churchill the Northwest Territories was their furthest point from home.

This would suggest that for a majority of visitors surveyed, Churchill was their ultimate destination on their trip.

TABLE 15

FURTHEST POINT FROM HOME	NUMBER OF RESPONDENTS	PERCENT
Churchill	124	70.9
Other Manitoba Location	6	3.4
Northwest Territories	33	18.9
Other	12	6.9
TOTAL	175	100.0

I) Activities Engaged in While in the Churchill Area

Of the total people surveyed, 80.6% had an opportunity to view whales while in Churchill. About 79% of the visitors surveyed did some general sightseeing while in Churchill. Historic sites were visited by 74.3% of the people surveyed. Of the visitors surveyed 55.4% had an opportunity to view polar bears and 48.0% chose to view flowers.

TABLE 16

ACTIVITIES ENGAGED IN WHILE IN
THE CHURCHILL AREA

MULTIPLE RESPONSES

Activity	Number of Respondents	Percent
Viewing Whales	141	80.6
Viewing Polar Bears	97	55.4
Viewing Historic Sites	130	74.3
Viewing Flowers	84	48.0
Birding	20	11.4
Sightseeing in General	139	79.4
Special Event/Festival	2	1.1
Fishing/Hunting	10	5.7
Shopping	51	29.1
Other	8	4.6

III) SERVICE RATINGS

How do you rate Churchill on each of the following items:

- Accommodation
- Dining Facilities
- Other Facilities
- Accessibility of Attractions
- Friendliness of Residents

In general the proportion of positive comments has increased greatly from the 1974 Churchill Visitor Survey. Despite the positive responses there are some areas for concern and in need of improvement.

A. Accommodation (Table 17)

Of the visitors surveyed, between 4.1% - 5.4% found the availability, quality and service in accommodation facilities to be fair to poor. The price of accommodation was perceived by 14.4% of the respondents to be expensive while only 8.7% of the respondents considered room prices to be inexpensive.

TABLE 17

III. SERVICE RATINGS

How do you rate Churchill on each of the following items:

A) ACCOMMODATION

	VERY GOOD	GOOD	FAIR	POOR	VERY POOR
AVAILABILITY					
Number of Respondents	52	42	3	1	0
Percent	53.1%	42.9%	3.1%	1.0%	-
QUALITY					
Number of Respondents	46	42	5	0	0
Percent	49.5%	45.2%	5.4%	-	-
SERVICE					
Number of Respondents	55	38	3	1	0
Percent	56.7%	39.2%	3.1%	1.0%	0

	EXPENSIVE	ABOUT RIGHT	INEXPENSIVE	NO OPINION
PRICES				
Number of Respondents	15	62	9	18
Percent	14.4%	59.6%	8.7%	17.3%

B. Dining Facilities (Table 18)

Notably, 20.3% of the respondents stated that the availability of dining facilities was fair to very poor. The quality of the existing dining establishments was considered to be fair to poor by 19.6% of the respondents while 15.7% of the respondents rated the service as fair to poor. About 14% of the respondents stated that dining room prices were expensive while nearly 5% thought the prices were inexpensive.

TABLE 18

B) DINING FACILITIES

	VERY GOOD	GOOD	FAIR	POOR	VERY POOR
AVAILABILITY					
Number of Respondents	35	63	17	6	2
Percent	28.5%	51.2%	13.8%	4.9%	1.6%
QUALITY					
Number of Respondents	38	60	22	2	0
Percent	31.1%	49.2%	18.0%	1.6%	-
SERVICE					
Number of Respondents	39	63	17	2	0
Percent	32.2%	52.1%	14.0%	1.7%	-

	EXPENSIVE	ABOUT RIGHT	INEXPENSIVE	NO OPINION
PRICES				
Number of Respondents	14	66	5	18
Percent	13.6%	64.1%	4.9%	17.5%

C. Quality of Other Facilities (Table 19)

Although there were several positive comments about the availability of local information on Churchill, 7% of the respondents rated this to be fair to poor.

The quality of arts and crafts were determined to be fair by about 7% of the respondents.

Significantly, 22.7% of the respondents rated the quality of transportation within Churchill to be fair to very poor. The quality of transportation to and from Churchill was rated as fair to poor by 16.2% of the visitors surveyed.

TABLE 19

C) QUALITY OF OTHER FACILITIES

	VERY GOOD	GOOD	FAIR	POOR	VERY POOR
AVAILABILITY OF LOCAL INFORMATION IN CHURCHILL					
Number of Respondents	81	53	9	1	0
Percent	56.3%	36.8%	6.3%	0.7%	-
QUALITY OF ARTS AND CRAFTS IN CHURCHILL					
Number of Respondents	71	50	9	0	0
Percent	54.6%	38.5%	6.9%	-	-
QUALITY OF TRANSPORTATION WITHIN CHURCHILL					
Number of Respondents	40	62	24	4	2
Percent	30.3%	47.0%	18.2%	3.0%	1.5%
QUALITY OF TRANSPORTATION TO AND FROM CHURCHILL					
Number of Respondents	68	62	19	6	0
Percent	43.9%	40.0%	12.3%	3.9%	-

D. Accessibility of Attractions (Table 20)

Generally a majority of the respondents found that the accessibility of natural and historic attractions to be "about right". Responses to this questions revealed some notable areas of concern. About 29% of the respondents found the accessibility to polar bears as insufficient. Probably these respondents did not either have an opportunity to view polar bears or when they did go out to observe polar bears, none were to be seen. About 11% and 9% of the respondents felt that birds and whales, respectively, were not accessible enough. This suggests that visitors were not informed of when is the best season to view these attractions.

E. Friendliness of Residents

Notably 7.4% of the respondents found the Churchill residents they encountered to be indifferent. The majority found residents to be friendly to very friendly.

TABLE 20

D) ACCESSIBILITY OF ATTRACTIONS

	TOO ACCESSIBLE	ABOUT RIGHT	NOT ACCESSIBLE ENOUGH	NO OPINION
ACCESSIBILITY OF NATURAL ATTRACTIONS				
WHALES				
Number of Respondents	6	112	13	12
Percent	4.2%	78.3%	9.1%	8.4%
BEARS				
Number of Respondents	2	64	35	19
Percent	1.7%	53.3%	29.2%	15.8%
BIRDS				
Number of Respondents	1	74	12	27
Percent	0.9%	64.9%	10.5%	23.7%
ARCTIC TUNDRA				
Number of Respondents	3	107	4	16
Percent	2.3%	82.3%	3.1%	12.3%
ACCESSIBILITY OF HISTORIC ATTRACTIONS	1	133	4	5
	0.7%	93.0%	2.8%	3.5%

E) FRIENDLINESS OF RESIDENTS

	VERY FRIENDLY	FRIENDLY	INDIFFERENT	UNFRIENDLY	VERY UNFRIENDLY
THE RESIDENTS OF CHURCHILL					
Number of Respondents	72	65	11	0	0
Percent	48.6%	43.9%	7.4%	-	-

IV) INFORMATION SOURCES

How did you first learn about Churchill?

The majority of respondents (approximately 80%) first learned about Churchill through published and visual media.

Newspaper and magazine articles was cited as the most common first contact (27.4%) with information on Churchill. Television movies and travel guide books each accounted for about 20% of first contacts with information on Churchill. "Word of Mouth" accounted for 38.9% of initial contact with information on Churchill. More than half of this "word of mouth" was from residents or previous visitors to Churchill. Travel Manitoba publications provided only 13.1% of the respondents with information on Churchill. Advertising on Churchill exposed only 5% of survey respondents to initial information on Churchill.

The percentage distribution of responses does not total 100% due to many respondents giving multiple responses.

TABLE 21

IV. INFORMATION SOURCES

How did you first learn about Churchill?

BASE 175
*(91 Multiple Answers)

Source of First Contact	Number of Respondents	Percent Distribution
Learned from a Resident/ Previous Visitor	36	20.6
Learned from other "Word of Mouth"	32	18.3
Travel Guide Book	35	20.0
Travel Manitoba Publication	23	13.1
Advertising	8	4.6
Article (Newspaper/Magazine)	48	27.4
TV (Film/Movie)	34	19.4
Other	50	28.6

*Does not Add to 100% due to Multiple Answers

V) RESPONDENTS OVERALL IMPRESSION OF CHURCHILL

Survey respondents were given an opportunity to voice their general impressions of Churchill. Excerpts from respondents comments, categorized by topic, may be found in Appendix B of this report.

Overall visitors comments were much more positive than the visitor's comments in the 1974 Churchill visitor survey.

A) Trip in General

Respondents stated that the trip to Churchill was a worthwhile undertaking although some expressed regret in not having enough time to spend in Churchill.

B) Nature/Land/Wildlife

Many visitors surveyed found Churchill's environment to be invigorating although some visitors lament about the multitude of insects. Many stated a desire to return to Churchill in the future.

C) Guides

Respondents gave tour guides glowing recommendations. Tour guides were described as friendly, personable, knowledgeable, hospitable and wonderful.

D) People: In General

Many visitors found the people friendly and cooperative. Negative comments were not evident in this regard.

E) Town

The town of Churchill received a divergent assortment of comments by the visitors surveyed.

Some visitors saw Churchill as a primitive, ill-kept, garbage strewn town. Other respondents were surprised by Churchill's progressive appearance and others gave it high marks for hospitality and service.

F) Museum

Many respondents commented that the museum was an excellent attraction.

G) Government's Role

Respondents found the "Guide to Churchill" brochure very helpful. Others stated that Churchill has its own natural beauty and should be promoted more in the United States.

H) Crafts

Crafts were perceived to be highly marked-up over settlement prices.

I) Transportation

Transportation to Churchill was described as good but prohibitively expensive. The surveyer brought to our attention some comments respondents made concerning the service on the train and problems with tours. Some concern was expressed about the differences in service between the types of fares. Respondents expressed concern about the generally negative attitude of train staff towards Churchill. Respondents pointed out that tour operators did not provide agreed upon services. This problem arose in conjunction with a delay in the arrival of the train then a rush to complete the tour and depart on the train on schedule.

VI. Conclusions

Survey administration could be enhanced by obtaining the assistance of Via rail and the airlines in distributing and collecting survey forms.

The timing of the survey was such that the data may not offer a totally representative sample of tourism in Churchill. Certainly the data obtained by this survey offers indications of visitor characteristics but perhaps sample surveys taken throughout the season would afford a more representative sample of the visitors to Churchill.

This survey does present some important visitor characteristics to be considered in planning a tourist strategy for Churchill.

1. The increased importance of the domestic Canadian market.

2. The two main groups 15-34 and 55 and older.

3. The emerging importance of the female market.

4. The increasing proportions of retired persons and students populations.

5. The relatively large number of high income earners.

Visitor characteristics generally reaffirms beliefs of why individuals travel to Churchill and presented some other significant results.

1. The rail link to Churchill is of primary importance to the tourist trade.

2. More people are travelling in larger groups than in 1974.

3. Churchill is most travellers ultimate destination.

Overall thre were more positive ratings of service facilities in Churchill than in the 1974 Churchill visitors survey. Certain facilities received a relatively high proportion of negative (fair to very poor) service ratings. Attention to services may be warranted in the following areas:

1. Dining facilities

2. Transportation within Churchill

3. Transportation to and from Churchill

4. Accessibility to Natural Attractions

The negative ratings in access to natural attractions may have resulted from the failure to inform visitors of the "best" time of season to view a certain attraction occurs.

APPENDICES

A) Sample Questionnaire

B) Respondents Comments by Topic

APPENDIX A

SAMPLE QUESTIONNAIRE

1982 CHURCHILL VISITOR SURVEY

Travel Manitoba
WINNIPEG, MANITOBA, CANADA R3C 0V8

Date _____

CHURCHILL VISITOR SURVEY

The Manitoba Department of Economic Development and Tourism (Travel Manitoba Branch) is interested in obtaining information on the characteristics and opinions of visitors to the Churchill area.

You can help us by answering the following questions. Please complete and return the questionnaire before leaving Churchill.

1. Where do you live (community and province or state)? _____

2. Furthest point from home on this trip?

☐ Churchill ☐ Other Manitoba Location

☐ Northwest Territories ☐ Other (specify) _____

3. Mode of transportation?

a) Arriving in Churchill:

Airline	Train	☐ Other
☐ Pacific Western	☐ Regular	_____
☐ Calm Air	☐ Excursion or Tour	

b) Departing from Churchill:

Airline	Train	☐ Other
☐ Pacific Western	☐ Regular	_____
☐ Calm Air	☐ Excursion or Tour	

4. Number of people in your group? _____

5. Length of stay in Churchill? _____ nights

6. Main type of accommodation used while in Churchill?

☐ None - did not stay overnight ☐ Home of friend or relative

☐ Hotel/Motel ☐ Campground

☐ Other (specify) _____

7. Is this your first trip to Churchill?

☐ Yes ☐ No - Number of previous visits? _____

8. How did you learn about Churchill? (check all that apply)

- ☐ From a Resident/Previous Visitor
- ☐ Other "Word of Mouth"
- ☐ Travel guide book
- ☐ Travel Manitoba publication
- ☐ Advertising
- ☐ Article (Newspaper/Magazine)
- ☐ TV Film/Movie
- ☐ Other (specify) _____

9. Main purpose of visit to Churchill? (check one only)

- ☐ Visit Friend/Relative
- ☐ Vacation/Pleasure
- ☐ Personal
- ☐ Business/Research
- ☐ Stopover awaiting connections
- ☐ Other (specify) _____

10. Which of the following items influenced your coming to Churchill? (Please rank in order of importance with 1 being MOST IMPORTANT.)

- ____ Sightseeing
- ____ Travel to exotic/unique places
- ____ Travel to "wilderness" areas
- ____ Cost of trip
- ____ Business/Research
- ____ Photography
- ____ History/Archaeology
- ____ Purchase handicrafts
- ____ None of the above
- ____ Other (specify) _____

11. Activities engaged in while in the Churchill area? (check all that apply)

Viewing:

- ☐ Whales
- ☐ Historic Sites
- ☐ Polar Bears
- ☐ Flowers
- ☐ Birding
- ☐ Special event/festival
- ☐ Shopping
- ☐ Sightseeing in general
- ☐ Fishing/hunting
- ☐ Other (specify) _____

12. How do you rate Churchill on each of the following items? (Circle the appropriate choice for each item.)

ITEM						
Accommodation						
- availability	Very Good	Good	Fair	Poor	Very Poor	
- quality	Very Good	Good	Fair	Poor	Very Poor	
- service	Very Good	Good	Fair	Poor	Very Poor	
- prices	Expensive	About Right		Inexpensive		No Opinion
Dining Facilities						
- availability	Very Good	Good	Fair	Poor	Very Poor	
- quality	Very Good	Good	Fair	Poor	Very Poor	
- service	Very Good	Good	Fair	Poor	Very Poor	
- prices	Expensive	About Right		Inexpensive		No Opinion
Availability of local information in Churchill	Very Good	Good	Fair	Poor	Very Poor	
Quality of arts and crafts in Churchill	Very Good	Good	Fair	Poor	Very Poor	
Quality of Transportation within Churchill	Very Good	Good	Fair	Poor	Very Poor	
Quality of Transportation to and from Churchill	Very Good	Good	Fair	Poor	Very Poor	
Accessibility of Natural Attractions						
- Whales	Too Accessible	About Right		Not Accessible Enough		No Opinion
- Bears	Too Accessible	About Right		Not Accessible Enough		No Opinion
- Birds	Too Accessible	About Right		Not Accessible Enough		No Opinion
- Artic tundra	Too Accessible	About Right		Not Accessible Enough		No Opinion
Accessibility of Historic Attractions	Too Accessible	About Right		Not Accessible Enough		No Opinion
The Residents of Churchill	Very Friendly	Friendly	Indifferent	Unfriendly	Very Unfriendly	

13. What is your present age?

☐ 15 - 24 years ☐ 25 - 34 ☐ 35 - 44

☐ 45 - 54 ☐ 55 - 64 ☐ 65 or over

14. Sex: ☐ Male ☐ Female

15. What is your present occupation? (eg. accounting clerk, metal worker, civil engineer, housewife, retired, unemployed) _____

16. What was your total family income (before deductions) from all sources last year?

☐ $0 - 14,999 ☐ $15,000 - 24,999

☐ $25,000 - 34,999 ☐ $35,000 or over

units

☐ Canadian dollars

☐ U.S. dollars

17. Please comment on your overall impression of Churchill.

_____

_____

_____

_____

_____

_____

_____

_____

_____

Please return the questionnaire to the person who handed it to you.

Thank you for your co-operation.

APPENDIX B

RESPONDENTS COMMENTS

BY TOPIC

1. Trip in General

- A very fine experience - would not have missed for anything (Wisconsin).
- Hope to return again (Minnesota).
- Town could use more and better dining facilities (Ontario).
- We were fully entertained and key busy (Nebraska).
- Very Good tourist attraction ... (needs) more promoting (Manitoba).
- Worth the trip (Omaha, Nebraska).
- We love Churchill, our visit here is a dream come true. (Middle, Saskatchewan).
- Study in Contrasts (Cape Breton).
- Sorry not enough time to see more (Ohio).
- We're promised Arctic Char in cafeteria - none. No film on Polar Bear ... several disappointments. Tour was enjoyable but too expensive (Ohio).

2. Nature/Land/Wildlife

- Disappointed at not seeing a polar bear (Colorado).
- We were impressed by the ruggedness of the land and the gentleness of the people who live in it, and the concern for the natural resources ... (Wisconsin).
- Desolate ... I'll be back (Winnipeg).
- Invigorating experience with a different environment (California).

- Would like to come back in the fall to view the bears and take pictures (Ontario).
- Too many bugs! (Thompson, Manitoba).
- Air so fresh ... enjoyed the smell of the sea and watching the Beluza's "play" ... (Alberta).
- Cold (Ohio).
- Very chilly but still pleasant (Ohio).
- Beautiful flowers ... (Ohio).
- Rugged barren land (Nebraska).
- Many black flies and mosquitoes in August - we would visit again but would choose a different month (Toronto).

3. Guides

- Tour personnel have gone out of their way to assist people (Kansas).
- Wonderful guide ... (Wissonsin).
- Excellent local tour guide and commentator ... interesting features could not be found without a local tour guide (Ontario).
- The tour guides were very knowledgeable and know how to direct tour so everyone experienced the most there was to see (Wisconsin).
- Most hospitable and knowledgeable ... well informed guide (Conn.).
- Good fun ... host and tour guides very friendly. (Toronto)
- Parks personnel very knowledgeable and personable (Moose Jaw).

4. People: in General

- A very nice community, I found the people friendly and the sites impressive (Winnipeg).
- People very friendly and helpful (Vancouver).
- Hospitality ... is very good. ... feel welcome as you arrive. ... stayed only one night but ... quite impressed with the people (Winnipeg).
- Enjoyed the friendliness of the people (Ohio).
- Service was excellent (Ontario).
- People have been very friendly (Alberta).
- Far North hospitality exceeds U.S. Southern hospitality ... will return (Wisconsin).

5. Town

- Very surprised with the progressive appearance (Ontario).
- Much garbage lying about. Many buildings poorly cared for (Winnipeg).
- Fine community interesting corner of the world (Illinois).
- Very primitive (Ontario).
- Interesting particularly (the contrast of) the military/historical concepts in the old fort versus modern days rocketry and satellites (Nebraska).
- We gave Churchill high marks for hospitality and services available (Connecticut).

6. Museum

- Excellent (Ontario).
- Eskimo Museum most interesting/best place (Columbus, Ohio).

7. Government's Role

- "Guide to Churchill" one of the finest local guides we have seen and we have been all over the world. The brochure funded by Travel Manitoba very helpful. (Connecticut).
- Needs to have more advertising in the U.S. ... promote more! Has its own natural beauty (North Carolina).

8. Crafts

- Crafts were very expensive - overpriced (Nebraska).
- Artifacts are too expensive 20-40% above settlement prices (Illinois).

9. Transportation

- Transportation was good but ... service on the train was poor (Alberta).
- Transportation ... prohibitively expensive (Illinois).